

Analysis of Potential Audiences for The African Burial Ground

CONTENTS

Executive Summary	1
A. Defining Audience Segments	5
1. Characteristics of the sample	
2. Audience segments	
3. Awareness of the African Burial Ground	
4. Interest in related history	
B. Knowledge about Slavery in New York City	11
1. Understanding of conditions and prevalence of slavery	
2. Familiarity with terms related to the African Burial Ground	
C. Interest in Possible Content and Experiences	16
1. Interest in possible content	
2. Interest in possible experiences	
D. Overall Interest in Visiting	25
1. Level of Interest Among Potential Audiences	
2. What would draw visitors to the African Burial Ground?	

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Executive Summary

This report presents the results of a 'front-end' study of potential audiences' initial opinions and reactions to ideas for the planned African Burial Ground interpretive center. The purpose of surveying the public about the African Burial Ground (using samples of a diverse range of museum-going visitors in three NYC Boroughs to represent a range of potential visitors) was to explore people's awareness of the site, knowledge and perceptions of slavery in New York, and the value of various topics and experiences in appealing to people's interests whenever they might consider visiting.

Research method

This report is based on 348 intercept interviews of visitors to several museums and historic sites in New York City during August of 2006. Visitors were approached and asked for their permission to conduct an interview regarding an historic site in Manhattan; 87% of the people approached gave permission for the interview.

Interviews were conducted at the following locations:

- New York Historical Society
- Fort Clinton
- National Museum of the American Indian
- Museum of the City of New York
- New York Hall of Science
- Brooklyn Children's Museum
- Lower Eastside Tenement Museum
- Carnival in New York at Lincoln Center
- Theodore Roosevelt Birthplace

These sites were chosen to ensure reasonable samples of New York City metropolitan residents, tourists, families and people of African descent.

Interpreting the findings:

It is extremely important to note that the best use of findings such as these is to ***identify the likely 'points of access' for the public*** (what they understand now, and what is likely to appeal to them before experiencing the interpretive center – in colloquial terms: “where people are starting from” in their understanding and interest about a topic). In other words, if people express *a lot of interest* in one aspect or subject, it would be good to meet that interest with appropriate experiences to fulfill their expectations and interests. Conversely, if people express *very little interest* in a subject, it doesn't mean that subject would be dropped, but it does mean that the interpretive experiences would have a 'bigger hill to climb' to make that subject engaging. Ultimately it would be reasonable to ask whether that topic might be a relatively minor part of the story, or whether devoting a lot of resources to try to make something more appealing would end up compromising the resources used for other parts of the interpretation.

Awareness of the African Burial Ground

Across a variety of museum and historic site audiences, most New Yorkers contacted in this study (~70%) have heard of the African Burial Ground, and a few tourists are aware of it (~20%). This seems like quite a high level of awareness, and it is remarkable that among NYC metro residents in this sample, the white/Hispanic/Asian audience is almost equally aware of AFBG compared to the African-descended audience. Older visitors (among both African-descended and other audiences) are more aware of AFBG than younger adults – which tends to be typical of historic sites generally. Very few of these museum/historic site visitors have visited the burial ground so far, especially if they are not of African descent.

Knowledge about slavery

In this sample there is high awareness of the general idea of slavery in New York, although knowledge about the details varies widely. Most visitors to museums and historic sites are reasonably well educated, and that may be part of the reason why most potential visitors already do understand some key ideas about slavery. For example, many people already know that slavery was an international phenomenon, that there were many enslaved people in New York City, and that there were also free blacks here before slavery was outlawed. The more specific the topic, however, the less likely people are to know or guess the true circumstances (e.g., as to whether working conditions for enslaved Africans in New York were or were not much better than in the South). Again, there is a remarkable similarity across racial/ethnic audiences: the knowledge levels of African-descended visitors were virtually the same as those of white/Hispanic/Asian visitors.

The big divide: likely interest in visiting

The findings indicate some substantial differences across the potential populations of visitors. In terms of interest in visiting this interpretive center, the most important difference in interest is associated with race: people of African descent are very interested in visiting (~80% high interest) whereas other audiences are modestly interested in visiting (~40-45% high interest). Underlying this likelihood of visiting is a huge difference in people's initial interest in African American history (82% among people of African descent vs. only 16% high interest among non-African-descendants).

Interpretive planning issues

Although there are big differences in levels of interest depending on the audience segment, another finding is equally dramatic: there are very *few* differences in interest across audiences in terms of the content or experiences that seem appealing to them. Thus, the 'points of access' (initial familiarity and interest as a foundation for exploring the content) are more or less the same for many types of visitors. For example:

- Offered a list of nine content topics, *African-descended and other audiences found the same four to be most intriguing*: everyday life of slaves and free blacks at that time, the role of Africans in building NYC, the international slave trade, and customs and culture of the people buried here. These topics embrace both global and local themes and emphasize the lives of the people interred in the African Burial Ground rather than their deaths.

- From that same list, *disparate audiences found the same three content topics to be the least interesting*. Most people (regardless of race) are not very interested in the modern story of the development of the African Burial Ground historic site (how historians know what they know, how modern science revealed information, public demonstrations and video stories of people involved in the rediscovery).
- Similarly, when considering possible experiences at an interpretive center, diverse audiences found the same ideas appealing and the same ideas not so appealing (although again, their overall level of enthusiasm tended to differ by race, and sometimes by generation). The three most appealing suggestions of experiences were: climb inside a model of a slave ship, learn about racial and cultural identity, and understand the geography of the burial ground in relation to today's Manhattan. Apparently, non-African descended people are not put off by the harsh realities of ocean transportation of enslaved people and sensitive issues of racial and cultural identity.

However, there are some differences that may inform the process of attracting and engaging parts of some audiences, for example:

- The primary “hooks” for potential visitors who are not of African descent are colonial and NYC history. They are a smaller, specialized audience, but very interested in how the burial ground fits into their view of history.
- Like most social history, the topics related to the African Burial Ground are more appealing to women than to men (among the non-African descendents), and to older adults, and people who are already knowledgeable.

How to read the data tables:

Some of the data tables presented in this report include complex comparisons of multiple subgroups. The table below is an illustration of the interest levels of different subgroups to one of the possible experiences. Each percentage indicates the proportion of people in the subgroups who expressed *high interest* in this experience. For example, 68% of people of African descent aged 18-44 expressed high interest and a similar proportion (74%) of people of African descent aged 45 and older expressed high interest. People who are not of African descent in both age groups expressed lower interest than people of African descent. Furthermore, older people not of African descent are somewhat more interested in this experience than younger people not of African descent.

<i>Possible experiences</i>	African descent <u>age 18-44</u> (n=66)	African descent <u>age 45+</u> (n=42)	not of African descent <u>age 18-44</u> (n=132)	not of African descent <u>age 45+</u> (n=106)
(percent "high interest")				
6. Have a quiet place to reflect on the African Burial Ground**	68%	74%	26%	41%

Meaning of the symbols:

The lower case 'n' (n=66) indicates the number of visitors interviewed who are represented in a column (category)	
Double asterisks indicate that a statistically significant difference exists between two or more of the cells.	**
Double plus signs indicate difference that is <u>not</u> quite statistically significant but is suggestive of a relationship between two or more of the cells.	++
The triple line indicates a statistically significant difference between people who are or are not of African descent.	
The dotted single line indicates a statistically significant difference between subgroups of people within racial divisions.	---
Bolded percentages indicate notably different results.	26% 41%

A. Defining Audience Segments

This first section of the report describes the characteristics of the sample and their interests and awareness of the African Burial Ground.

The principal findings are:

- The sample of people interviewed includes a diversity of people who visit museums and historic sites in New York. Slightly less than half are residents of the metropolitan area and a similar number are tourists from other states or countries. This sample also includes a good range of adult ages, women and men, and a reasonable representation of families vs. adult visitors.
- Rather than treating all potential visitors as an 'average' visitor, it is helpful to think of visitors as belonging to one of several segments of the audience as a whole. Audience segments are defined primarily by race in combination with one other demographic or psychographic characteristic including age, gender, knowledge and group type (i.e. adults vs. families with children).
- Most residents of the metropolitan New York area have heard of the African Burial Ground (most tourists have not) but few have actually visited the site. Few people have been there. Awareness does not typically reach the level of great detail; people who are aware of it mostly know that it exists, and was discovered/ rediscovered during a construction project near downtown Manhattan.
- About half of the people interviewed have a high interest in New York City history, while somewhat fewer have high interest in African American history. Most people of African descent (82%) have a high interest in African American history compared to people not of African descent (16%).

A.1. Characteristics of the sample

OVERVIEW: The sites at which visitors were interviewed were chosen to include adequate numbers of New Yorkers, tourists, people of African descent, families and other characteristics. About half of the sample live in the New York metropolitan area, while others are tourists from other states (27%) or other countries (18%). Other sampling goals included at least 100 people of African descent (actual n=108, 31%) and 100 families with children (actual n=128, 37%)

(n=348)		
<u>Home residence:</u>		
New York City	**	43%
NYC suburbs		12%
other states		27%
other countries		18%
<u>Age:</u>		
18-34		33%
35-54		42%
54+		25%
<u>Gender:</u>		
women		57%
men		43%
<u>Primary language:</u>		
English		85%
Another language		15%
<u>Group type:</u>		
adults only		63%
families		37%
<u>NYC museum visit (last 2 years):</u>		
0-2		33%
3-5		29%
6+		37%
<u>Race</u>		
Asian American		5%
African American		19%
African or Caribbean		12%
American Indian		1%
White/European		59%
other/ multiple		3%
<u>Ethnicity</u>		
Hispanic		12%
not Hispanic		88%

A.2. Audience segments

OVERVIEW: The African Burial Ground has special significance to people of African descent and that significance is evident throughout the results presented in the sections that follow.

Several other visitor characteristics are also associated with visitors' interests in the African Burial Ground. Aside from the differences between people who are and those who are not of African descent, there are also several other demographic (e.g. gender, age, group type) and psychographic (interests or knowledge about history) characteristics which are associated with levels of awareness, interest in the visiting the African Burial Ground visitor center, or levels of interest in specific content or experiences.

Most of the tables in this report will refer to several audience segments that reflect African descent/not of African descent plus another dimension based on a demographic or psychographic characteristic. The table below illustrates the five segmentations most frequently used in this report. Some of the possible segmentations have been condensed when a group falls below a minimum number of people (40); for example the number of people of African descent who live outside of the metropolitan area is too small for reliable analysis.

five audience segments					
	segment #1 home residence	segment #2 age	segment #3 gender	segment #4 knowledge of slavery	segment #5 group type
People of African descent	all people of African descent	age 18-44	men	all people of African descent	adults only
		age 45+	women		families with children
People <u>not</u> of African descent	NYC metro residents residents of other states residents of other countries	age 18-44	men	high knowledge low knowledge	adults only
		age 45+	women		families with children

A.3. Awareness of the African Burial Ground

OVERVIEW: Awareness of the African Burial Ground is substantial among New Yorkers, whether of African descent or other racial/ethnic backgrounds. Relatively few people (about 20%) from outside of the New York metropolitan area have heard of the African Burial Ground. Few people have actually visited the burial ground. Awareness is somewhat greater for older adults regardless of racial/ethnic background.

The public's knowledge about the African Burial Ground (see table on next page) reflects widely dispersed top-of-mind facts. Most frequently people stated that (aside from the basic knowledge that it exists) the burial ground was found during a construction project in lower Manhattan. Fewer people are aware of more detailed knowledge. Very few of the people who indicated they had heard of the African Burial Ground mentioned any misconceptions although a few people confused it with historic sites in Central Park, Harlem or Brooklyn or thought the burial ground was discovered recently.

<i>Awareness of ABG</i>	all people of African descent (n=108)	other NYC metro residents (n=105)	residents of other states (n=80)	residents of other countries (n=54)
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**

been to African Burial Ground	13%	4%	0%	0%
heard of it, haven't been there	64%	62%	24%	17%
have not heard of it	23%	34%	76%	83%

<i>Awareness of ABG</i>	African descent age 18-44 (n=66)	African descent age 45+ (n=42)	not of African descent age 18-44 (n=132)	not of African descent age 45+ (n=106)
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**

been to African Burial Ground	12%	14%	1%	3%
heard of it, haven't been there	59%	71%	30%	51%
have not heard of it	29%	14%	69%	46%

A.3. Awareness of the African Burial Ground (continued)

What do you know about the African Burial Ground?

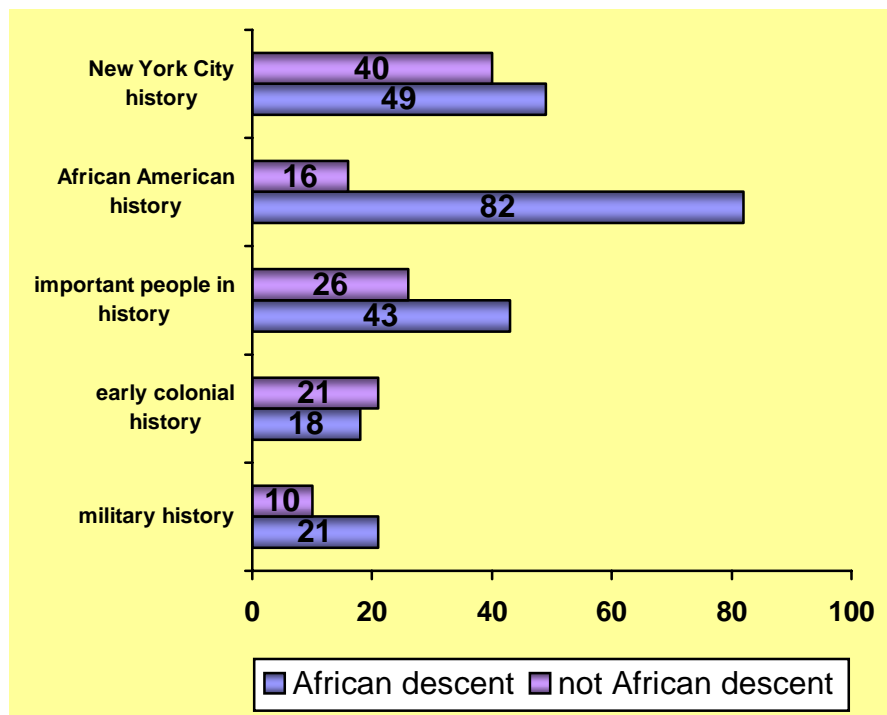
(asked of people who have been there or heard of it)

(n=181)

25%	it exists/ I've read about it
25%	discovered during a construction project
19%	near Wall Street, downtown
10%	enslaved people were buried there
10%	there was political conflict over what to do with the site
9%	has a place to visit (landmark/ museum/ memorial)
6%	construction project was a federal building
4%	was discovered about 10 years ago/ early 1990s
3%	it's somewhere in Manhattan
3%	it's from the colonial era
3%	remains were moved
3%	I've been there
2%	it's sacred
2%	someone conducted archeological or forensic research
1%	I know people involved in the project
1%	they tried to hide it
3%	was found in Central Park/ Harlem/ Brooklyn
3%	it was recently discovered
4%	other misconceptions
11%	other
4%	not much/ no answer

A.4. Interest in related history

OVERVIEW: The African Burial Ground touches on at least three different dimensions of history: New York City history, African American history and colonial history. Among the people interviewed for this research, the broadest interest is in New York City history and this interest is shared by people of African descent and people not of African descent. People of African descent are much more likely than others to have an interest in African American history. Colonial history appeals to a narrower segment of people visiting historic sites and museums.



B. Knowledge About Slavery in New York

This section presents people's knowledge about slavery and familiarity with terms that may be used at the interpretive center.

The principal findings are:

- Most people are aware that: a) slavery was an international phenomenon, b) slavery was not infrequent in New York and c) free Africans lived in New York at the same time as enslaved Africans. Slightly more than half of the people interviewed are under the mistaken impression that "working conditions for enslaved Africans in New York were much better than in the South." Knowledge regarding slavery is similar among people who are and those who are not of African descent, but tourists from other countries are significantly less knowledgeable about slavery.
- Most people are readily familiar with common terms such as archeology, forensic science and the colonial era. They are much less familiar with the terms interment, forced immigration and Middle Passage. The only term that suggests a racial disparity in understanding is Middle Passage which is familiar to about half of people of African descent and about one-fifth of people not of African descent.

B.1. Understanding of conditions and prevalence of slavery

OVERVIEW: Most of the people interviewed for this research are aware that slavery existed not only in parts of the United States, but also in New York and the rest of the world. They are much less certain that slavery was outlawed slowly in New York or that working conditions were not better in New York than in the South. Knowledgeable people (defined here as making correct choices on 4 or more of these statements) account for almost half (45%) of the people interviewed.

The table on the next page demonstrates that the levels of knowledge among New York metro residents are virtually the same across race. Also, the levels of knowledge among domestic US tourists are the same as New Yorkers. However, tourists from other countries are slightly more likely to think that there were few enslaved people in New York and that all Africans that were in New York were enslaved.

<i>Statements about slavery</i>	correct answer	wrong/ don't know answer
A. Slavery was mostly in America, but not much in other countries. (false)	90%	10%
B. There were very few enslaved people in New York City. (false)	76%	24%
C. Before slavery was outlawed in New York, all Africans here were enslaved. (false)	72%	28%
D. Slavery was outlawed in New York City very slowly over many years. (true)	54%	46%
E. Working conditions for enslaved Africans in New York were much better than in the South. (false)	43%	57%

knowledge about slavery

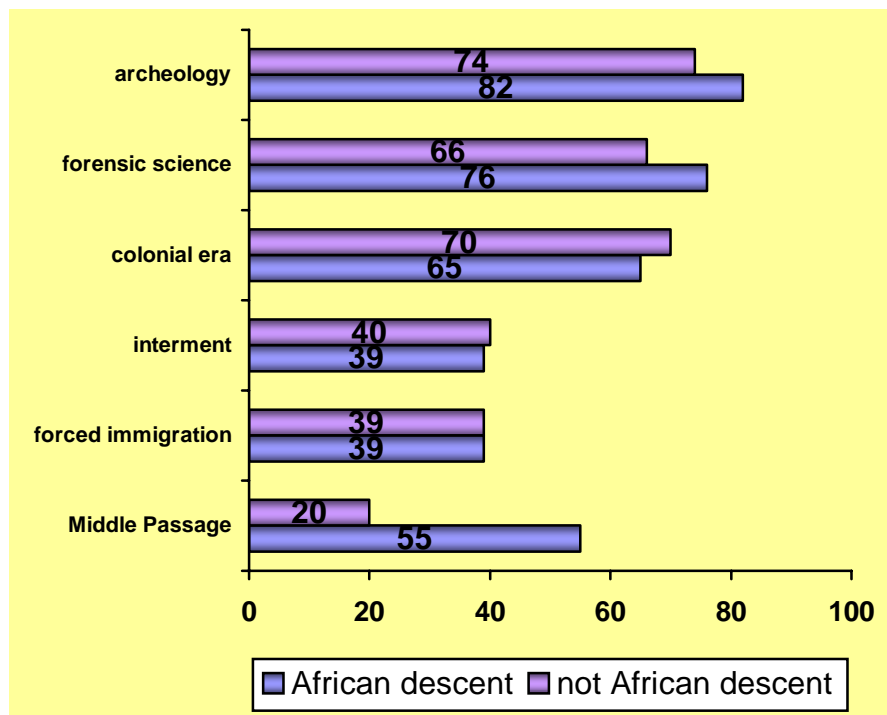
<u># correct</u>	<u>% of people</u>
0	1%
1	4%
2	16%
3	33%
4	30%
5	15%

B.1. Understanding of conditions and prevalence of slavery (continued)

<i>Statements about slavery</i>	all people of African descent (n=108)	other NYC metro residents (n=105)	residents of other states (n=80)	residents of other countries (n=54)
(percent CORRECT answers)				
A. Slavery was mostly in America, but not much in other countries. (false)	92%	90%	91%	87%
B. There were very few enslaved people in New York City. (false) **	82%	78%	76%	59%
C. Before slavery was outlawed in New York, all Africans here were enslaved. (false) **	71%	75%	83%	56%
D. Slavery was outlawed in New York City very slowly over many years. (true)	54%	54%	52%	56%
E. Working conditions for enslaved Africans in New York were much better than in the South. (false) ++	45%	44%	47%	28%

B.2. Familiarity with terms related to the African Burial Ground

OVERVIEW: Some of the terms that will be used at the African Burial Ground interpretive center will be familiar to most of the people visiting (archeology, forensic science and colonial era) while others will be less familiar (interment, forced immigration and Middle Passage). The only significant difference in familiarity with these terms is that people of African descent are much more likely to BE familiar with “Middle Passage” than other people.



B.2. Familiarity with terms related to the African Burial Ground (continued)

OVERVIEW: The term “interment” and “Middle Passage” are most unfamiliar to tourists from other countries (49% of whom report English is not their primary language). These terms are somewhat more familiar to people who are “knowledgeable” about the conditions and prevalence of slavery (see bottom table and previous section for definition of knowledge level).

<i>Familiarity with terms</i>	all people of African <u>descent</u> (n=108)	other NYC metro <u>residents</u> (n=105)	residents of other <u>states</u> (n=80)	residents of other <u>countries</u> (n=54)
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(percent “very familiar”)

archeology	81%	71%	72%	81%
forensic science	76%	70%	64%	60%
Colonial era	65%	77%	68%	59%
interment **	39%	43%	47%	25%
forced immigration	39%	33%	37%	48%
Middle Passage **	55%	25%	20%	8%

<i>Familiarity with terms</i>	all people of African <u>descent</u> (n=108)	not African descent – “<u>high</u>” <u>knowledge</u> (n=103)	not African descent – “<u>low</u>” <u>knowledge</u> (n=137)
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(percent “very familiar”)

archeology	82%	76%	71%
forensic science	76%	71%	61%
Colonial era	65%	75%	65%
interment **	39%	49%	33%
forced immigration	39%	39%	38%
Middle Passage **	55%	28%	12%

C. Interest in Possible Content and Experiences

This section examines likely interest in content topics and possible experiences.

The principal findings are:

- Interest in the content topics presented during the interviews ranges from low-moderate to high-moderate levels. People of African descent have higher levels of interest in all content; their top choices are very similar to the people who are not of African descent.
- The type of topics that most appeal to people include both global and local themes, but the topics which deal with the lives of those buried in the African Burial Ground are more appealing than topics dealing with their deaths. The history of the burial ground is much more interesting to most people than the modern story of its rediscovery and developments.
- Although almost all people of African descent expressed high interest, there are significant differences among people not of African descent. Among people not of African descent, older adults, women and people who are already knowledgeable about African American history are particularly interested in the content.
- Like interest in the content topics, interest in the possible experiences is higher for people of African descent but shows very similar priorities as people who are not of African descent. Many people are receptive to potentially sensitive experiences such as entering a model of a slave ship or learning about racial and ethnic identity.

C.1. Interest in possible content

OVERVIEW: Interest in possible content topics is not divided into “hits” and “misses” but mostly lies along a continuum of moderate interest. The highest interests include both local (everyday life and role of Africans, and African Americans in building New York) and global (world slave trade, and African traditions and customs) topics. The two least interesting topics both involve “how we know what we know” while the four most interesting topics concerns people’s lives rather than their deaths.

Even though people of African-descent consistently indicated greater interest in every topic, interest in specific content topics is remarkably consistent for people of African descent and people not of African descent. The top four interests are the same for both groups.

<i>Possible content topics</i>	overall % high interest	rank order African descent	rank order non-African descent
A. What everyday life was like for slaves and free blacks at that time	62%	2	1
B. The role of Africans and African Americans in building New York City	58%	4	2
C. How the slave trade moved people from Africa to many parts of the world	57%	1	3
D. The African traditions, customs and culture of the people buried there	53%	3	4
E. The rediscovery of the African Burial Ground and the construction project that was stopped in the 1990s	48%	5	6
F. The original size of the African Burial Ground and how many people were buried there	46%	6	5
G. Information about the individuals buried there	44%	8	7
H. How historians found out specific information about the burial ground	41%	7	9
I. How modern science revealed information based on bones and buried objects	40%	9	8

C.1. Interest in possible content (continued)

OVERVIEW: Although people of African descent have similar interests regardless of their age, the interests are different for younger and older adults not of African descent. Older adults not of African descent have greater interest in everyday life and the modern stories of “how we know what we know” (items E, H and I in the list below).

<i>Possible content topics</i>	African descent <u>age 18-44</u> (n=66)	African descent <u>age 45+</u> (n=42)	not of African descent <u>age 18-44</u> (n=132)	not of African descent <u>age 45+</u> (n=106)
(percent "high interest")				
A. What everyday life was like for slaves and free blacks at that time **	82%	79%	47%	63%
B. The role of Africans and African Americans in building New York City **	77%	83%	40%	37%
C. How the slave trade moved people from Africa to many parts of the world **	80%	90%	39%	31%
D. The African traditions, customs and culture of the people buried there **	79%	83%	37%	46%
E. The rediscovery of the African Burial Ground and the construction project that was stopped in the 1990s **	77%	76%	24%	47%
F. The original size of the African Burial Ground and how many people were buried there **	67%	69%	29%	44%
G. Information about the individuals buried there **	63%	62%	30%	41%
H. How historians found out specific information about the burial ground	58%	76%	20%	44%
I. How modern science revealed information based on bones and buried objects **	50%	62%	27%	41%

C.1. Interest in possible content (continued)

OVERVIEW: Men and women of African descent are mostly similar in the content topics that interest them, while women who are not of African descent are moderately more interested in all topics than men who are not of African descent.

<i>Possible content topics</i>	African descent <u>men</u> (n=44)	African descent <u>women</u> (n=64)	not of African descent <u>men</u> (n=106)	not of African descent <u>women</u> (n=133)
(percent "high interest")				
A. What everyday life was like for slaves and free blacks at that time **	77%	83%	40%	66%
B. The role of Africans and African Americans in building New York City **	77%	81%	32%	61%
C. How the slave trade moved people from Africa to many parts of the world **	77%	89%	35%	52%
D. The African traditions, customs and culture of the people buried there **	79%	81%	30%	50%
E. The rediscovery of the African Burial Ground and the construction project that was stopped in the 1990s **	75%	78%	24%	43%
F. The original size of the African Burial Ground and how many people were buried there **	71%	66%	27%	43%
G. Information about the individuals buried there **	66%	61%	26%	42%
H. How historians found out specific information about the burial ground **	68%	62%	23%	37%
I. How modern science revealed information based on bones and buried objects **	50%	58%	26%	40%

C.1. Interest in possible content (continued)

OVERVIEW: People who are not of African descent but have “high knowledge” about African American history (see section B.1.) have a greater interest in most of the content topics than people not of African descent and “low knowledge.” Even among these (non-African descent) people with high knowledge, their level of interest in the content is not as great as among people of African descent. “High knowledge” people are not more interested in the global topics (world slave trade and African traditions and customs) compared to the “low knowledge” people. The interests of “high knowledge” people are most pronounced in how African American history fits into the broader scope of American history.

<i>Possible content topics</i>	all people of African descent (n=108)	not African descent – <u>high</u> knowledge (n=103)	not African descent – <u>low</u> knowledge (n=137)
(percent “high interest”)			
A. What everyday life was like for slaves and free blacks at that time **	81%	64%	47%
B. The role of Africans and African Americans in building New York City **	80%	57%	41%
C. How the slave trade moved people from Africa to many parts of the world **	84%	48%	42%
D. The African traditions, customs and culture of the people buried there **	81%	48%	36%
E. The rediscovery of the African Burial Ground and the construction project that was stopped in the 1990s **	77%	43%	28%
F. The original size of the African Burial Ground and how many people were buried there **	68%	44%	30%
G. Information about the individuals buried there **	63%	50%	23%
H. How historians found out specific information about the burial ground **	65%	40%	23%
I. How modern science revealed information based on bones and buried objects **	55%	41%	28%

C.2. Interest in possible experiences

OVERVIEW: Three possible experiences generated high levels of interest (climb in a slave ship model, learn about racial and ethnic identity and compare a modern map with a historical map) and one generated very little interest (recording one's own perspective on video). Other experiences fell along a range of moderate interest.

Like the patterns of interest in content topics, preferences for suggested experiences is very similar for people of African descent and people not of African descent even though the level of interest is generally greater for people of African descent. The most notable exception to the rank order of these two groups is in having a quiet place to reflect on the African Burial Ground - people of African descent may anticipate a more engaging and relevant experience than people not of African descent.

<i>Possible experiences</i>	overall % high interest	rank order African descent	rank order non-African descent
1. Climb inside a model of slave ship and see how much room you have	78%	1	1
2. Learn about aspects of racial and cultural identity	69%	2	2
3. Compare a modern map of the area with one of the original burial ground	58%	4	3
4. Practice archeological and forensic techniques with hands-on science	46%	5	4
5. See a re-enactment of a traditional burial that may have occurred there	45%	6	5
6. Have a quiet place to reflect on the African Burial Ground	43%	3	6
7. Practice carrying water on your head or other traditional African skills	36%	7	8
8. Video stories of people involved in the re-discovery of the Burial Ground	35%	9	7
9. See video of demonstrations that stopped further removal of human remains	33%	8	9
10. Record your own perspective about the Burial Ground on video	17%	10	10

C.2. Interest in possible experiences (continued)

OVERVIEW: The table below illustrates the differences in level of interest in most of the possible experiences. People of African descent are more interested than people not of African descent in most experiences (except for climbing in the slave ship model, and comparing a modern map to an historical map). People with “high knowledge” (who are not of African descent) are somewhat more interested in several of these experiences than people with “low knowledge.” The differences seem most apparent in the experiences that convey a modern link to history (re-enacting a burial, compare modern and historic maps, stories of people involved in the re-discovery).

<i>Possible experiences</i>	all people of African descent (n=108)	not African descent – “high” knowledge (n=103)	not African descent – “low” knowledge (n=137)
(percent “high interest”)			
1. Climb inside a model of slave ship and see how much room you have	80%	82%	75%
2. Learn about aspects of racial and cultural identity **	80%	68%	63%
3. Compare a modern map of the area with one of the original burial ground **	63%	64%	49%
4. Practice archeological and forensic techniques with hands-on science **	57%	44%	39%
5. See a re-enactment of a traditional burial that may have occurred there **	57%	49%	33%
6. Have a quiet place to reflect on the African Burial Ground **	68%	42%	25%
7. Practice carrying water on your head or other traditional African skills **	47%	28%	32%
8. Video stories of people involved in the re-discovery of the Burial Ground **	43%	41%	25%
9. See video of demonstrations that stopped further removal of human remains **	44%	31%	25%
10. Record your own perspective about the Burial Ground on video **	35%	15%	4%

C.2. Interest in possible experiences (continued)

OVERVIEW: For the most part, families and adult-only history visitors are similar in their interests regarding the African Burial Ground. There are, however, a few differences in preferences for possible experiences. Among people of African descent, families are somewhat more interested in climbing in the slave ship or recording their own perspective on video. Among people not of African descent, families are somewhat less interested in learning about racial and ethnic identity and more interested in carrying water on their heads.

<i>Possible experiences</i>	adults of African descent (n=44)	families of African descent (n=64)	adults not of African descent (n=176)	families not of African descent (n=64)
(percent "high interest")				
1. Climb inside a model of slave ship and see how much room you have **	66%	90%	81%	70%
2. Learn about aspects of racial and cultural identity **	80%	80%	69%	55%
3. Compare a modern map of the area with one of the original burial ground **	57%	67%	58%	48%
4. Practice archeological and forensic techniques with hands-on science **	55%	60%	39%	48%
5. See a re-enactment of a traditional burial that may have occurred there **	52%	61%	39%	42%
6. Have a quiet place to reflect on the African Burial Ground **	70%	66%	34%	27%
7. Practice carrying water on your head or other traditional African skills **	43%	50%	25%	45%
8. Video stories of people involved in the re-discovery of the Burial Ground **	41%	45%	33%	28%
9. See video of demonstrations that stopped further removal of human remains **	48%	42%	27%	30%
10. Record your own perspective about the Burial Ground on video **	23%	42%	8%	12%

C.2. Interest in possible experiences (continued)

OVERVIEW: Some differences in preferences for suggested experiences are evident among age groups. Climbing inside a slave ship is less appealing to older people of African descent and most appealing to younger people of African descent; the opposite pattern is evident for seeing videos of public demonstrations. Older adults not of African descent are slightly more interested in having a quiet place to reflect and recording their own perspective than younger people not of African descent.

<i>Possible experiences</i>	African descent age 18-44 (n=66)	African descent age 45+ (n=42)	not of African descent age 18-44 (n=132)	not of African descent age 45+ (n=106)
(percent "high interest")				
1. Climb inside a model of slave ship and see how much room you have **	90%	64%	81%	75%
2. Learn about aspects of racial and cultural identity **	79%	81%	63%	67%
3. Compare a modern map of the area with one of the original burial ground	65%	59%	59%	51%
4. Practice archeological and forensic techniques with hands-on science **	59%	55%	45%	37%
5. See a re-enactment of a traditional burial that may have occurred there **	56%	59%	37%	43%
6. Have a quiet place to reflect on the African Burial Ground **	68%	74%	26%	41%
7. Practice carrying water on your head or other traditional African skills **	47%	48%	33%	27%
8. Video stories of people involved in the re-discovery of the Burial Ground	38%	52%	29%	35%
9. See video of demonstrations that stopped further removal of human remains **	35%	60%	27%	25%
10. Record your own perspective about the Burial Ground on video **	39%	31%	4%	14%

D. Overall Interest in Visiting

This section examines likely interest in coming to the African Burial Ground visitor center.

The principal findings are:

- Interest in visiting is very high among people of African descent and moderate among others. Among people not of African descent, interest is higher among women, older adults and people who are already knowledgeable about slavery.
- In facilitating the interest of potential visitors not of African descent, the most important criteria are not about those people demographically as much as what already interests them. The greatest interest among people not of African descent is evident among those who have a special interest in either colonial or New York history. Their interest is less about African American history than it is about how African American history expands their understanding of colonial and/or New York history.
- Although people with an interest in visiting mentioned several reasons for this interest, many view this as an important part of history - their own history, New York history or just American history

D.1. Level of interest among potential audiences

OVERVIEW: Overall interest in going to the African burial Ground visitor center is very high among people of African descent and low/moderate among people not of African descent, but there is substantial variation among subgroups of the latter. Tables on the next few pages illustrate significant differences among people not of African descent by several demographic and psychographic characteristics. These characteristics show little or no variation among people of African descent, who are uniformly interested in visiting.

Among people not of African descent:

- New Yorkers are not significantly more interested in visiting than people from other states. The data suggest a slightly lower interest among tourists from other countries, but the small number of people in this category makes this difference statistically unreliable.
- Women expressed *moderate* interest in visiting while men express less interest.
- Older adults are somewhat more interested in visiting than younger adults.
- Interest is greater among people with a greater existing knowledge base.
- Colonial history enthusiasts are almost as interested in visiting as people of African descent.
- People with an interest in New York City history have a somewhat greater interest in visiting.
- Families and adults without children have a mostly similar level of interest in visiting.

<i>Interest in visiting</i>	all people of African descent (n=108)	other NYC metro residents (n=105)	residents of other states (n=80)	residents of other countries (n=54)
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high interest	81%	47%	43%	33%
moderate interest	17%	38%	35%	43%
low interest	2%	15%	22%	24%

<i>Interest in visiting</i>	MEN of African descent (n=44)	WOMEN of African descent (n=64)	MEN not of African descent (n=176)	WOMEN not of African descent (n=64)
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high interest	84%	79%	31%	51%
moderate interest	16%	18%	44%	33%
low interest	0%	3%	25%	16%

D.1. Level of interest among potential audiences (continued)

<i>Interest in visiting</i>	African descent <u>age 18-44</u> (n=66)	African descent <u>age 45+</u> (n=42)	not of African descent <u>age 18-44</u> (n=132)	not of African descent <u>age 45+</u> (n=106)
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high interest	78%	86%	36%	50%
moderate interest	18%	14%	43%	32%
low interest	3%	0%	21%	18%

<i>Interest in visiting</i>	all people of African descent (n=108)	not African descent – “<u>high</u>” <u>knowledge</u> (n=103)	not African descent – “<u>low</u>” <u>knowledge</u> (n=137)
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**

high interest	81%	56%	31%
moderate interest	17%	30%	45%
low interest	2%	14%	24%

		people not of African descent	
<i>Interest in visiting</i>	all people of African descent (n=108)	with high interest in colonial <u>history</u> (n=49)	with low interest in colonial <u>history</u> (n=190)

**

high interest	81%	71%	35%
moderate interest	17%	22%	42%
low interest	2%	6%	23%

D.1. Level of interest among potential audiences (continued)

		people not of African descent	
<i>Interest in visiting</i>	all people of African descent (n=108)	with high interest in NYC <u>history</u> (n=96)	with low interest in NYC <u>history</u> (n=143)

**

high interest	81%	59%	31%
moderate interest	17%	30%	43%
low interest	2%	10%	26%

<i>Interest in visiting</i>	adults of African descent (n=44)	families of African descent (n=64)	adults not of African descent (n=176)	families not of African descent (n=64)
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high interest	82%	81%	46%	33%
moderate interest	16%	17%	35%	47%
low interest	2%	2%	19%	20%

D.2. What would draw visitors to the African Burial Ground?

OVERVIEW: People with a high/moderate interest expressed a variety of reasons for wanting to go, but the primary reason is that the site is an important part of history that people should learn about. Some people have high interest because the topics and content interest them. Other people find a personal relationship: their history, their interest in New York history.

People with a low interest struggled to name something the visitor center could have that would motivate them to visit. For the most part, these people gave relatively undefined answers. There is not a sense of something missing for people who expressed low interest.

Why would you want to go? (asked of people with moderate or high interest)

(n=298)

32%	it's an important part of American history/ to learn history
15%	culture and everyday life of enslaved people
15%	it's related to my history
11%	don't know much about it/ want to know more
11%	see how it relates to New York history
9%	specific content (mentioned specific content from interview)
6%	it's an important site for African Americans, New Yorkers
6%	would take children/ important for kids to learn
4%	interactives
3%	I have experience learning about history of slavery
2%	it would be a fuller experience than just reading
2%	I'm interested in the colonial era
8%	other
3%	it's another place to visit
23%	none/ White House/ Civil War battlefields

What could the visitor center at the African Burial Ground have that would make you really want to go there? (asked of people with low interest)

(n=49)

20%	interesting stories and culture of enslaved people
12%	visuals/ video
10%	interactives
8%	connections with other history
8%	word-of-mouth/ advertising
6%	objects/ artifacts
2%	would take someone else
10%	other
33%	nothing/ no answer/ don't know